IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR TRADEMARK REGISTRATION

Mark	:	VS Logo
International Class Nos.	:	34
Applicant	:	Philip Morris Incorporated
Attorney Ref. No.	:	650NN/USA/MC

Assistant Commissioner for
Trademarks
2900 Crystal Drive
Box Trademark Application
Arlington, VA 22202-3513

S I R:

Philip Morris Incorporated is a corporation organized and existing under the laws of the State of Virginia, with offices at 120 Park Avenue, New York, New York 10017, U.S.A.

The above-identified applicant has adopted and has a bona fide intention to use the trademark shown in the accompanying drawing for "cigarettes and lighters," and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended).

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above-identified goods and it is intended that the mark will be used by applying it directly on the goods or on packaging containing the goods.

The mark consists of the stylized letters V and S.

The Applicant is registered proprietor of the following United States Registration: 1,602,699.

Applicant corporation hereby appoints Robert J. Eck, a member of the Bars of the States of Missouri and New York, Barry M. Krivisky and Scott E. Thompson, both members of the Bar of the State of New York, all practicing at Philip Morris Management Corp., 800 Westchester Avenue, Rye Brook, New York, 10573-1301, as its attorney to prosecute this application to registration, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration. Please address all correspondence to Scott E. Thompson at the above address.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhym0004

DECLARATION

Robert L. Mikulay, the undersigned, declares that: He is Sr. Vice President, Marketing of applicant corporation and is authorized to execute this declaration on behalf of said corporation; that he believes said corporation to be the owner of the mark sought to be registered; that to the best of his knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when applied to the goods of such other person, firm, corporation or association, to cause confusion, or to cause mistake, or to deceive; that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

PHILIP MORRIS INCORPORATED

Robert L. Mikulay
Sr. Vice President, Marketing

Dated: 11/21/94

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Source: https://www.industrydocuments.ucsf.edu/docs/yhym0004

PHILIP MORRIS INCORPORATED
120 PARK AVENUE
NEW YORK, NEW YORK 10017

For	:	cigarettes and lighters
Int'l Class No.	:	34

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